

ORDER



WAVY

Orders
Order / Rev: 199108
Alt Order #: 06842554
Product Desc: 8/20-8/27 SCOTT RIGELL/NRCC
Estimate: 3006
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/16/12 / 08/16/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: American Media & Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Rigell-NRCC (R)
Demographic: A35-64
Product Codes: PL1
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN16043/SP10305

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	24	\$12,800.00	\$10,880.00
08/27/12	08/27/12	3	\$1,300.00	\$1,105.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	24	\$12,800.00	\$10,880.00	0.00
September 2012	3	\$1,300.00	\$1,105.00	0.00
Totals	27	\$14,100.00	\$11,985.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	37%	\$14,100.00
Market	100%	\$38,108.11

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	42%	\$16,005.41
WTVZ	9%	\$3,429.73
WVBT	6%	\$2,286.49
WVEC	6%	\$2,286.49

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/21/12	08/21/12	WAVY News @ Sunrise	CM	5a-6a	-T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----			1			\$500.00		0.00			
E 2	WAVY	08/22/12	08/22/12		CM	5a-6a	--W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News @ Sunrise															
WAVY News @ Sunrise															
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$500.00		0.00			
E 3	WAVY	08/23/12	08/23/12	WAVY News @ Sunrise	CM	5a-6a	---T---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News @ Sunrise															
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					1	\$500.00		0.00			
E 4	WAVY	08/24/12	08/24/12	WAVY News @ Sunrise	CM	5a-6a	----F--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News @ Sunrise															
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$500.00		0.00			
E 5	WAVY	08/27/12	08/27/12	WAVY News @ Sunrise	CM	5a-6a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News @ Sunrise															
WAVY NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$500.00		0.00			
E 6	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
WAVY News 10 Sa 6a															
WAVY NWS SAT6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$300.00		0.00			
E 7	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
WAVY News 10 Sa 7a															
WAVY NWS SAT7A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$400.00		0.00			
E 8	WAVY	08/26/12	08/26/12	WAVY News 10 Sunday 6a	CM	6a-7a	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
WAVY News 10 Sunday 6a															
WAVY NWS SUN6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$300.00		0.00			
E 9	WAVY	08/26/12	08/26/12	WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
WAVY News 10 Sunday 7a															
WAVY NWS SUN7A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$400.00		0.00			
E 10	WAVY	08/26/12	08/26/12	Today Show Su	CM	8a-9a	-----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
Today Show Sunday															
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$800.00		0.00			
E 11	WAVY	08/21/12	08/21/12	WAVY News 10 @ Noon	CM	12p-1p	-T-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
News 10 @ Noon															
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$250.00		0.00			
E 12	WAVY	08/23/12	08/23/12	WAVY News 10 @ Noon	CM	12p-1p	---T---	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
News 10 @ Noon															
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					1	\$250.00		0.00			
E 13	WAVY	08/24/12	08/24/12	WAVY News 10 @ Noon	CM	12p-1p	----F--	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
News 10 @ Noon															
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$250.00		0.00			
E 14	WAVY	08/25/12	08/25/12		CM	6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 Sat 6p														
WAVY News 10 Sat 6p														
WAVY NWS 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$500.00		0.00			
E 15	WAVY	08/26/12	08/26/12	WAVY News 10 Sun 6p CM		6p-7p -----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News 10 Sun 6p														
WAVY NW10 SUN1														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$500.00		0.00			
E 16	WAVY	08/21/12	08/21/12	M-F 730-8p CM		730-8p -T-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
M-F 730-8p														
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$450.00		0.00			
E 17	WAVY	08/22/12	08/22/12	M-F 730-8p CM		730-8p --W----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
M-F 730-8p														
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----				1	\$450.00		0.00			
E 18	WAVY	08/23/12	08/23/12	M-F 730-8p CM		730-8p ---T---	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
M-F 730-8p														
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				2	\$450.00		0.00			
E 19	WAVY	08/24/12	08/24/12	M-F 730-8p CM		730-8p ----F--	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
M-F 730-8p														
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--				1	\$450.00		0.00			
E 20	WAVY	08/27/12	08/27/12	M-F 730-8p CM		730-8p M-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
M-F 730-8p														
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$450.00		0.00			
E 21	WAVY	08/26/12	08/26/12	NFL Pre-Season Game CM		NFL Pre-Season G-----S	:30	1	\$3,200.00	P1	0.00	NM	1	\$3,200.00
NFL Pre-Season Game														
NFL PRE: CAR vs NYJ														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$3,200.00		0.00			
E 22	WAVY	08/21/12	08/21/12	Tonight Show/Jay Leno CM		1134p-1237a -T-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
Tonight Show w/Leno														
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$350.00		0.00			
E 23	WAVY	08/22/12	08/22/12	Tonight Show/Jay Leno CM		1134p-1237a --W----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
Tonight Show w/Leno														
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----				1	\$350.00		0.00			
E 24	WAVY	08/23/12	08/23/12	Tonight Show/Jay Leno CM		1134p-1237a ---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
Tonight Show w/Leno														
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$350.00		0.00			
E 25	WAVY	08/24/12	08/24/12	Tonight Show/Jay Leno CM		1134p-1237a ----F--	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
Tonight Show w/Leno														
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--				1	\$350.00		0.00			
E 26	WAVY	08/27/12	08/27/12		CM	1134p-1237a M-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show/Jay Leno											
				Tonight Show w/Leno											
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	M- - - - -		1		\$350.00		0.00					
													Totals	27	\$14,100.00